

ABSTRACT OF THE DISCLOSURE

Newly identified Olfactory G protein-coupled receptors (ORs), and the genes and cDNA encoding said receptors are described. Specifically, G protein-coupled
5 receptors active in olfactory signaling, and the genes and cDNA encoding the same, are described, along with methods for isolating such genes and for isolating and expressing such receptors. Methods for representing olfactory perception of a particular odorant in a mammal are also described, as are methods for generating novel molecules or combinations of molecules that elicit a predetermined odor
10 perception in a mammal, and methods for simulating one or more odors. Further, methods for stimulating or blocking odor perception in a mammal are also disclosed.